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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/014,195	11/13/2001	Srinivas Gutta	US010575	3005
24737	7590	11/16/2006	EXAMINER	
PHILIPS INTELLECTUAL PROPERTY & STANDARDS			ALVAREZ, RAQUEL	
P.O. BOX 3001			ART UNIT	PAPER NUMBER
BRIARCLIFF MANOR, NY 10510			3622	

DATE MAILED: 11/16/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	10/014,195	GUTTA ET AL.
	Examiner Raquel Alvarez	Art Unit 3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

1) Responsive to communication(s) filed on 29 August 2006.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

4) Claim(s) 1-33 is/are pending in the application.

4a) Of the above claim(s) 10-17, 19 and 25-33 is/are withdrawn from consideration.

5) Claim(s) \_\_\_\_\_ is/are allowed.

6) Claim(s) 1-9, 18, 20 and 21 is/are rejected.

7) Claim(s) \_\_\_\_\_ is/are objected to.

8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some \* c) None of:

1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.

4) Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_.

5) Notice of Informal Patent Application

6) Other: \_\_\_\_\_.

## DETAILED ACTION

1. This office action is in response to communication filed on 8/29/2006.
2. Claims 1 and 18 have been amended. Claims 10-17, 19 and 25-33 are withdrawn from consideration.

### Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-4, 6, 7-9, 18 and 20-21 are rejected under 35 U.S.C. 102(e) as being anticipated by Linden et al. (6,266,649 hereinafter Linden).

With respect to claims 1-4, 7-9, 18, 20, Linden teaches a method for setting up a user profile indicating preferences of a user, comprising executing the following operations in a data processing device (i.e. the items preferred by the user is saved in a user's database)(Figure 5, item 192); partitioning said third party selection history, indicating items that are selected by at least one third party, into clusters of items(i.e. the items are placed into different categories or labels , such as non-fiction, Jazz, comedy, etc. (col. 14, lines 15-34); said clusters being determined based on typical patterns of items selected by representative third-party users, said items being similar

(col. 14, lines 15-34); setting up said user profile with items from said at least one selected cluster (database 38).

With respect to claim 6, Linden further teaches that the user profile indicates viewing preferences of said user (col. 5, lines 37-42).

**Claim Rejections - 35 USC § 103**

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 5, 22-24 are rejected under 35 U.S.C. 103(a) as being unpatentable over Linden.

Claim 5 further recites employing a k-means clustering routine. Official notice is taken that it is old and well known to employ a means routine because such a modification would provide a midway position or average value. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included employing a k-means clustering routine in order to obtain the above mentioned advantage.

Claims 22-24 further recite weighting items from the user's own selection more heavily than items from third party selection history. Official notice is taken that it is old and well known to give more weight to a person's purchase history than the profile of other users. For example, couples without children are assumed to buy more wine or the like based on previous purchase history of other couples but if a particular couple is not consuming wine or the like then they will not receive a wine coupon. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included weighting items from the user's own selection more heavily than items from third party selection history in order to better target the user based on their likes/dislikes.

**Response to Arguments**

5. Applicant argues that Linden doesn't teach portioning third-party information into clusters of similar items and then enables a user to select a cluster and use the information in the cluster to setup the user profile. The Examiner disagrees with Applicant because Linden teaches grouping community of users information of similar items purchased into types or groups of items such as non-fiction, fiction, jazz, comedy, etc. (col. 14, lines 15-34), the user selects from the types or groups of items by making purchases or rating an item from that group and his or her selection is added to the user's profile (database 38).

6. In response to applicant's argument that there is no suggestion to combine the references, the examiner recognizes that obviousness can only be established by

combining or modifying the teachings of the prior art to produce the claimed invention where there is some teaching, suggestion, or motivation to do so found either in the references themselves or in the knowledge generally available to one of ordinary skill in the art. See *In re Fine*, 837 F.2d 1071, 5 USPQ2d 1596 (Fed. Cir. 1988) and *In re Jones*, 958 F.2d 347, 21 USPQ2d 1941 (Fed. Cir. 1992). In this case, one skilled in the art is presumed to have some knowledge in the art. Given the Linden reference one of ordinary skilled in the art could have easily incorporate a K-means algorithm in order to find an average or midway point that matches or satisfy the user's input.

7. With respect to partitioning third party selection into clusters. Linden teaches dividing the third party selections into types or group of items as explained above.

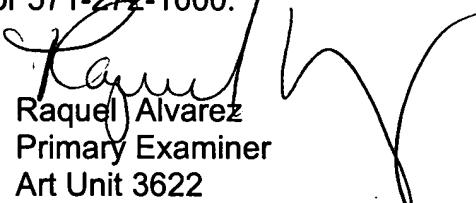
8. With respect to the official notice taken by the Examiner that employing a k-means routine is well known. Applicant asserts that Linden does not teach such function, but this is not relevant to the use of Official Notice. While applicant may challenge the examiner's use of Official Notice, applicant needs to provide a proper challenge that would at least cast reasonable doubt on the fact taken notice of. See MPEP 2144.03 where *In re Boon* is mentioned.

**Point of contact**

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Raquel Alvarez  
Primary Examiner  
Art Unit 3622

R.A.  
11/2/2006